



GONE RURAL
S W A Z I L A N D

LOOKBOOK 2018

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Gone Rural is a Swazi handcraft company inspired by women weavers, which uses creativity and design to ignite change on a community level through ethical, handmade products.

Gone Rural began as one woman's vision to empower women in Swaziland's most remote areas, and 25 years later has grown to offer income to more than 780 rural women artisans. Our women are skilled weavers and are at the heart of everything we do, as we aim to provide them with sustainable income, decision-making powers and creative outlets.

Gone Rural is constantly reinventing the traditional weaving techniques and revolutionising the world-view of African handcraft. Our products range from functional homeware to gallery pieces, with natural and recycled materials and innovative contemporary designs. Inspired by the lutindzi grass of the mountains of Swaziland and the women leaders of rural communities, Gone Rural transforms the indigenous art of weaving into high-quality products that are showcased and loved all over the world.



Lutindzi, Lukhasi, Sisal

Lutindzi is the original material that inspired Gone Rural's products. Sourced from the mountains of Swaziland, the grass can be dyed a variety of colours and woven into a range of shapes and designs. It is sustainably harvested by cutting above the root and is proven to be waterproof and stain-resistant due to its strong, waxy finish.

Lukhasi is a strong, thick grass which is found in the swamp areas and used in its raw form as the strengthening core of our sturdy products.

Sisal, a regenerating weed from the Lavumisa area of Swaziland, provides a fine fibre that can be dyed a spectrum of bright and light colours.

All fibres are dyed using environmentally friendly German dyes imported from South Africa.

A variety of **other materials** are sourced from our local partners to create high-end design pieces and functional products. Clay bowls and candle holders are crafted by potters to complement our woven pieces, while upcycled fabric scraps from local textile factories are used to add a pop of colour and different textures to our products. Swazi Ceramics design hand-painted patterns and pieces to pair with our classic weaving techniques in bowls, placemats, and other homeware items. Our metal work is done by Lupondvo Design and Phinda Methula, who create attractive wire frames, aluminium bases and accessories to accompany our woven products.



Natural
Lutindzi



Smoke
Lutindzi



Mustard
Lutindzi



Gold
Lutindzi



Tangerine
Lutindzi



Bordeaux
Lutindzi



Pink
Lutindzi



Plum
Lutindzi



Purple
Lutindzi



Lime
Lutindzi



Forrest
Lutindzi



Teal
Lutindzi



Indigo
Lutindzi



Chocolate
Lutindzi



Black
Lutindzi



Grey
Sisal



Light Grey
Sisal



Turquoise
Sisal



White
Sisal



Blush
Sisal



Yellow
Sisal

Gone Rural uses eco certified dyes to dye our grass and sisal. We believe part of the beauty of handmade natural products is the slight variations in tone due to season and the hands that worked the grass, making each product unique. As the materials are all natural there will be some colour variation.

COLOURS



ESSENTIALS

Our Essentials range is focused on classic, timeless styles and colours. Natural hues are inspired by the Swaziland landscape and our raw materials. It is about quality crafted products that fit into dining rooms across the globe.



SOLID

Our solid colour placemats, coasters, breadbaskets, runners and wine holders bring simplicity to the tabletop.





TRIM

Available in sisal or Lutindzi colours, the refined elegance of a border trim on smoke grass is timeless.





BURNT EARTH



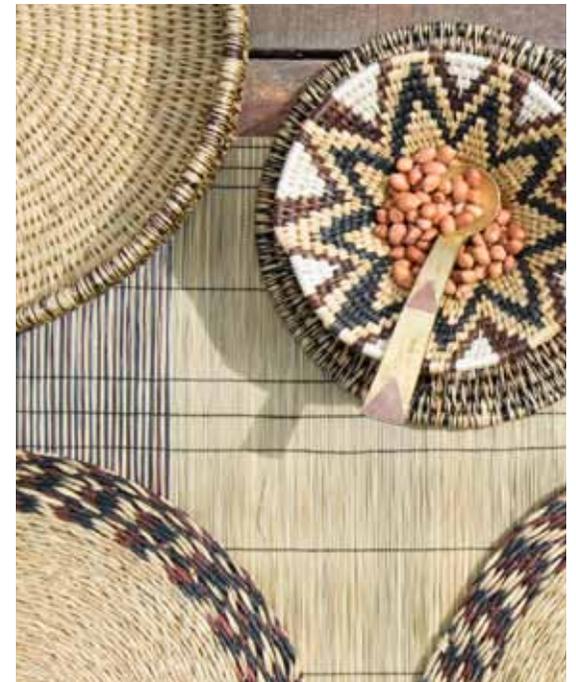
Smoke



Chocolate

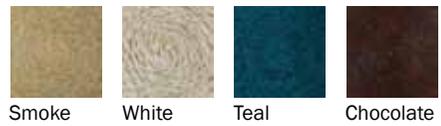


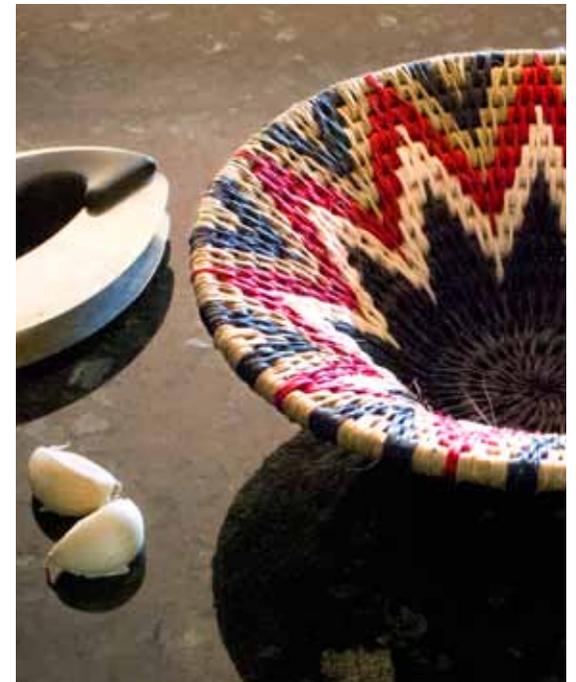
Black



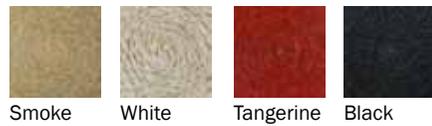


RIVER



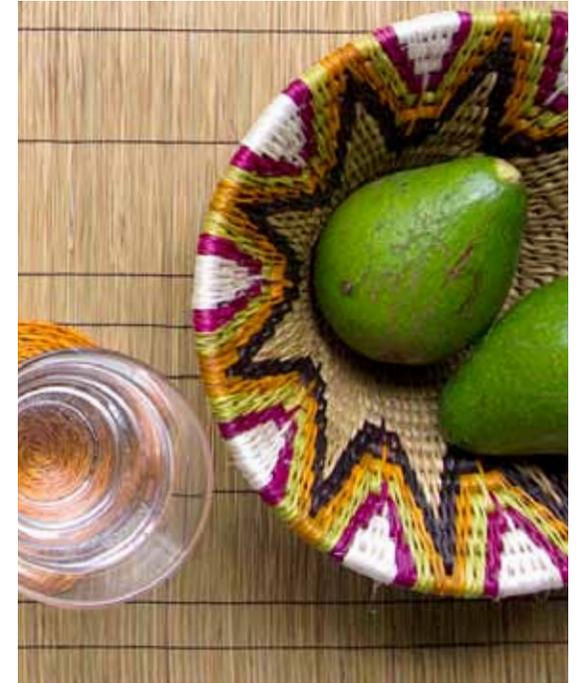


TANGO



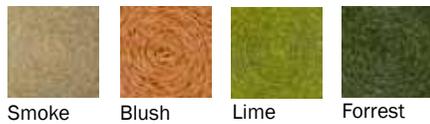


CANDY



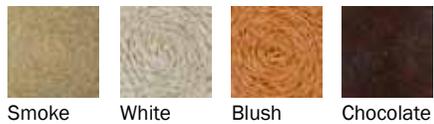


MOUNTAIN



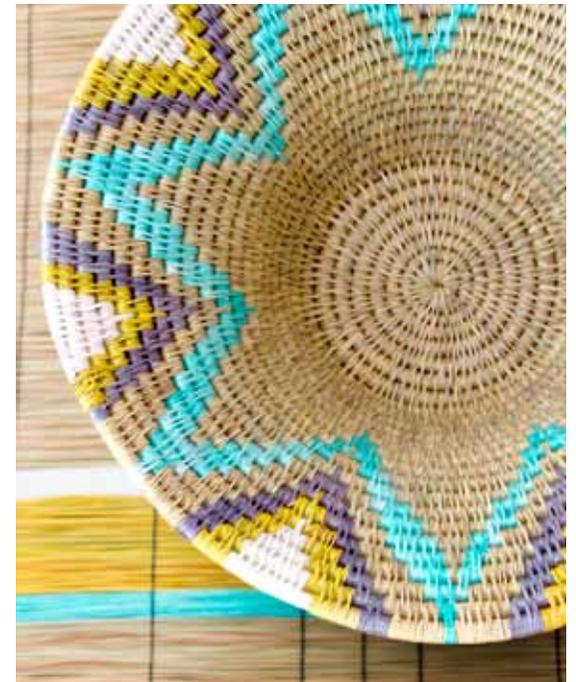
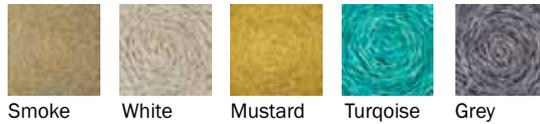


ACACIA BLUSH





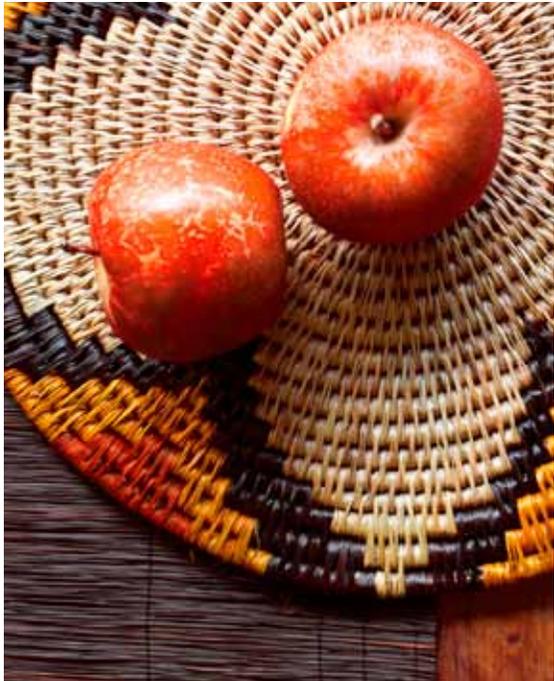
SAVANNAH





SUNSET

-  Smoke
-  Gold
-  Tangerine
-  Chocolate





RAINBOW





GR Africa focuses on the people, colours and patterns of our beautiful Swaziland. Based on the original Gone Rural designs and inspired by Africa, the range will bring colour and life into your home. Ceramic bowls and placemats complemented by woven grass complete the range.



LAVUMISA BASKETS

Using our signature material, these Lavumisa baskets are exclusive to Gone Rural. Since 1992, we have trained over 250 women on this style of basket and raised the quality and design of the finished products to the extent where many of the baskets have become collector's pieces and are now known as a heritage Swazi product.





LIDDED BASKETS

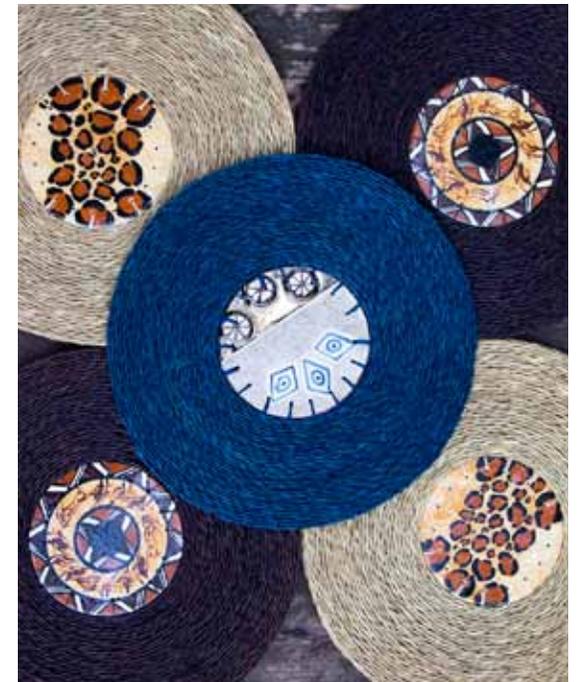
Lidded and beaded baskets are handmade by women artisans using a plaiting weave with the incorporation of beads, which are commonly used in Swazi traditional wear. The combination of materials creates a contemporary piece of homeware that is still representative of its African roots. Useful as storage or as planters, these baskets have a variety of functions.





CERAMIC PLACEMATS

Our Ceramic Placemats collection is developed in collaboration with Swazi Ceramics where the beautiful African patterns are hand-painted by talented artisans to pair with our classic weaving techniques in placemats, bowls and other homeware items.





CERAMIC BOWLS

Ceramic Bowls are unique products produced in collaboration with Swazi Ceramics. The beauty of the patterned bowls are accentuated as the design extends through the woven grass.





AFRICAN MUD

Our African Mud collection was developed in collaboration with Imiso Ceramic Studio in Cape Town and Swazi Ceramics based here in Swaziland. This collection comprises a range of hand thrown platters with designs inspired by the Swazi landscape and culture.



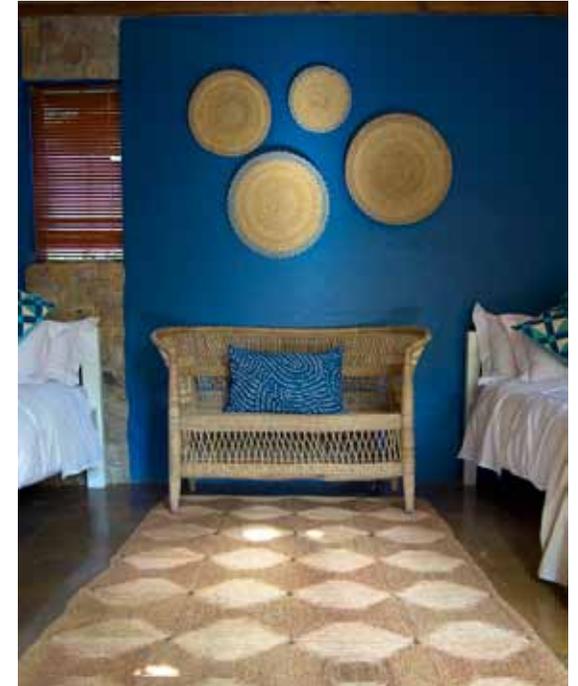


The GR Lifestyle range offers classic designs based on our signature series in a range of new products. Trays, lampshades, floormats and candles offer a range of complimentary products for the home.



FLOORMATS

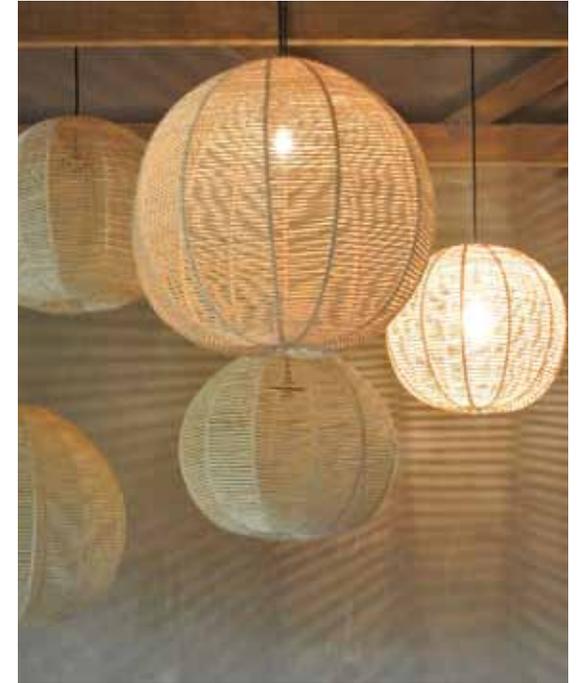
We custom make round floor mats up to 2m in diameter and square floor mats can be made to fit your required dimensions.





LIGHTING

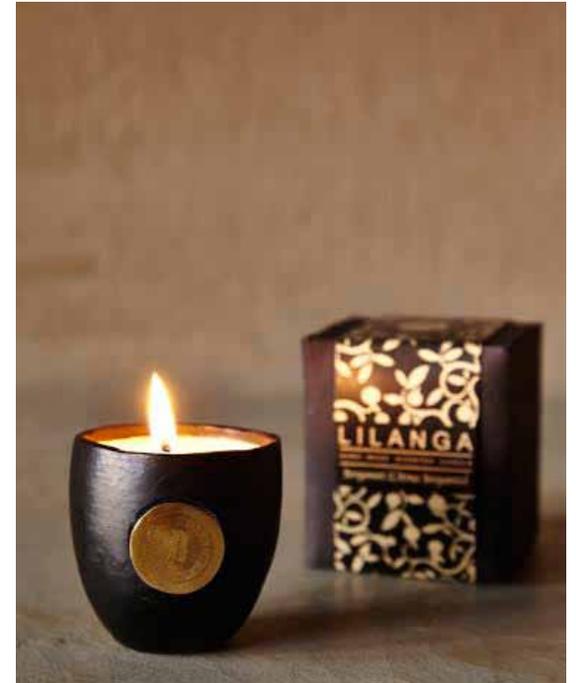
Pumpkin lights are available in three different sizes. Both the Pumpkin and Criss-cross designs are made out of Lutindzi grass and are available in every colour.





CANDLES

Our aromatherapy soya candles are hand poured into clay vessels, crafted by local potters to complement our woven pieces. They are available in Inyanga, Lilanga and Imbali scents. Our Moon candles are classic and simple.





WALL DECOR

These unique wall hangings are made from grasses or recycled fabric, and are available in 3 sizes up to 90cm in diameter.





GOGO COLLECTION

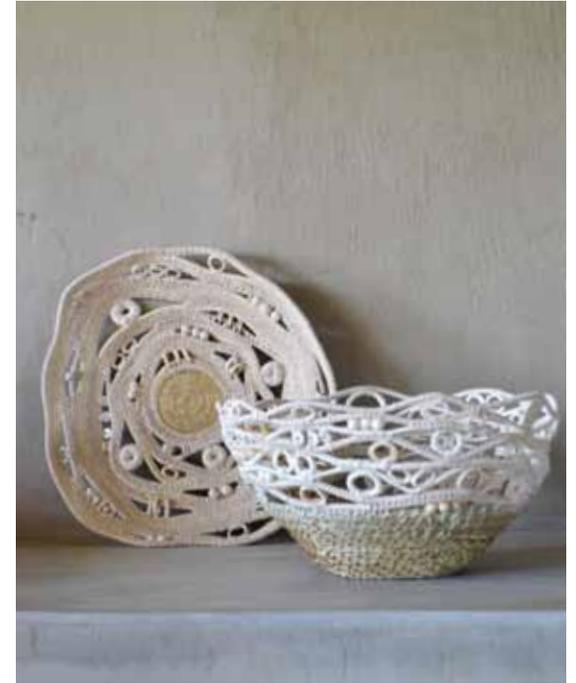
The Gogo Collection is part of our Signature Collection titled The Song of the Weaver. It is based on stories told by Gogo Cristina who comes from the Lavumisa region of Swaziland. Women from this region use the Lavumisa weaving technique to create a strong, fine finish.





SIPHIWE COLLECTION

The Sipiwe Collection from The Song of the Weaver Collection, inspired by Sipiwe Mngometulu from the Lavumisa region of Swaziland. Sipiwe is the backbone of her family. After her husband left them with nothing, she worked hard to earn back her cows and her strength is represented through the bones incorporated into the designs.





BONAKELE COLLECTION

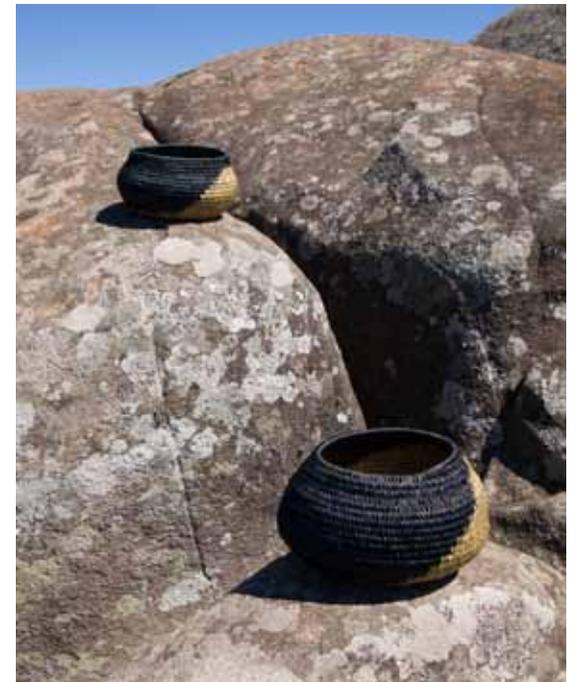
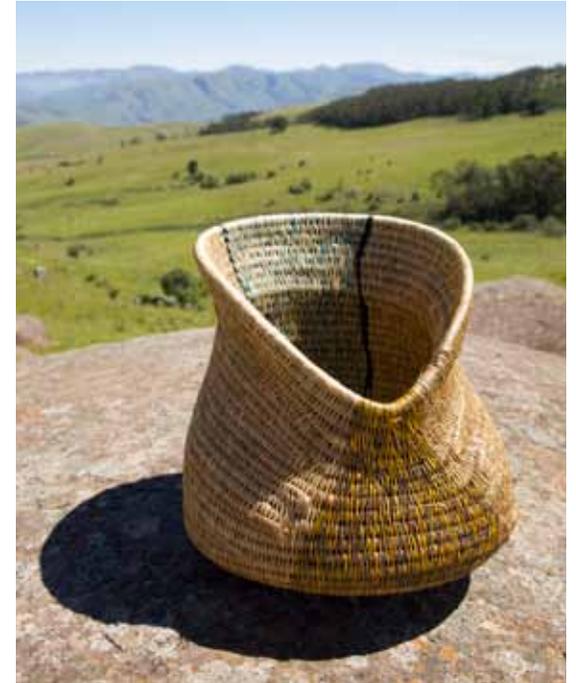
The Bonakele Collection is part of our The Song of the Weaver Collection, inspired by Siphwe Mngometulu from the Lavumisa region of Swaziland. Bonakele is Siphwe's first-born daughter. She has a good relationship with her husband and her daughter gives her joy, but there are many ups and downs in her life, as represented by the lifeline accent on these baskets.





LUTINDZI COLLECTION

The Lutindzi Collection is our latest Signature Collection inspired by the boulders of Malotja in Swaziland. The boulders are flecked by lichen and cracked by the elements. The rock shapes, cracks and colours are translated into products with the Lutindzi grass and each basket is made slightly different depending on how the weaver interprets the shape.





SHWESHWE COLLECTION

The Shweshwe Collection is a collaboration with Swazi Ceramics to present our latest product offering. This collection honours our African heritage infusing Shweshwe patterns into decorative lifestyle pieces.



	Dimensions	Solid	Trim	Burnt Earth	River	Tango	Candy	Mountain	Acacia Blush	Savannah	Sunset	Rainbow
Placemat Small	28cm	x	x	x	x	x	x	x	x	x	x	x
Placemat Medium	32cm	x	x	x	x	x	x	x	x	x	x	x
Placemat Large	36cm	x	x	x	x	x	x	x	x	x	x	x
Coaster	10cm	x	x	x	x	x	x	x	x	x	x	x
Coaster box with lid - 6 coasters in a set	10cm	x	x	x	x	x	x	x	x	x	x	x
Trivet Small	21cm	x		x	x	x	x	x	x	x	x	x
Trivet Large	28cm	x		x	x	x	x	x	x	x	x	x
Bread Basket Small	18cm	x	x									
Bread Basket Large	25cm	x	x									
Wine Cooler	12cm	x	x									
Lavumisa Tray	32cm			x	x				x	x		
Lavumisa Cutlery Holder	16cm			x	x				x	x		
Runner	1,5m	x		x	x	x	x	x	x	x	x	x
Lavumisa Basket	12cm			x	x	x	x	x	x	x	x	x
Lavumisa Basket	16cm			x	x	x	x	x	x	x	x	x
Lavumisa Basket	22cm			x	x	x	x	x	x	x	x	x
Lavumisa Basket	30cm			x	x	x	x	x	x	x	x	x
Lavumisa Basket	36cm			x	x	x	x	x	x	x	x	x
Lavumisa Basket	45cm			x	x	x	x	x	x	x	x	x

PRODUCT AVAILABILITY



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